

Co-op Marketing Campaign Results

Q1 2025

PLANET EARTH'S MOST SUSTAINABLE HOTELS









TRAVEL+ LEISURE

Email Campaign (Two Distributions)

Jan and Feb, 2025

T+L Reported Results (see opposite):

- This campaign featuring two dedicated Beyond Green brand emails in Q4 reached an audience of +400,000.
- The average open rate for the two emails combined was 46%.

TRAVEL+ LEISURE

our partners that we think are parties for Travel + Laisure readers = shock them out BEYOND GREEN

Beyond Green Stays That Enrich People and Planet

As the gremter brand of hotels, resorts, and ledges focused on meaninful travel, Beyond Green immerses every guest in the local nature, culture and communities of the destinations they visit.





Dromoland Castle

Newmarket-on-Fergus, Ireland

Radiant with warmth and grandeut this regal landmark presiding over 500 lush country scress embodies levish coaste livling with elegant traditions, classic country gursuits, and centuries of history and honor.

VIEW HOTEL



SCP Corcovado Wilderness Lodge

Bahia Drake, Costa Rica

Nature is at the forefront of every activity, advanture, and experience at this seoluded, lucurious lodge that embraces the lush, wild beauty and vest blodiversity of Costo Rice's Corcovadio National Park.

VIEW HOTEL



Three Camel Lodge

Dalanzadgad, Mongolia

Reperience the normalic way of life where authenticity touches every element of the stay, from the confut oraffamonahig of the lodge and its steational Mongolian tents to its hosts, gastronomy, and immersive exoursions.

VIEW HOTEL



The Brando

Fara'a, French Polynesia

Retrect to this blooduly remote 25-villa haven on a lush South Pacific stall, where guests are welcomed at the harmonicus intersection of gristine natural beauty, ancient Polymesian heritage, and Loury hospitality.

VIEW HOTEL

Feb Distribution Sends: 209K Opens: 63K

Open Rate: 38.4%

Clicks: 1081

TRAVEL+ LEISURE

With discovered special destinations from one of our permans that we think are perfect for Travel + Lalaure readers = check it cut! BEYOND GREEN

Beyond Green

Reyond Green's hotels, resorts, and lodges are leaders in sustainable hospitality. Each offers guest a more meaningful troval experiences that also gives back to the places they visit and the people that he there—demonstrating how travel done right, can be a powerful force for good.

EXPLOSE HOT





The Ranch at Laguna Beach

Laguna Beach, California, USA

An elevated Southern Colifornia report, The Ranch at Leguns Seach, agent 87 acres of secluded carryon with the Pacific Ocean just beyond, with casually elegant, cottage inagined rooms, sultas, and even a treehouse.

VIEW HOTEL



The Parkside Hotel & Spa

Victoria, British Columbia, Canada

Set in the heart of downtown Victoria, this chic all suits urban hotal offers generous accommodations with fully equipped culinary spaces and private balconies, locally sourced diring, and the tranquil Parkaide Spa.

VIEW HOTE



Edgewood Tahoc Resort

Stateline, Nevada, USA

Scorconacious comfort blends with classic refinement in un genilalied accommodations with breathtaking view of Lake Tahoe and the Sienz Neroda Mountains, an award-winning age, and exceptional diving.

VIEW HOTEL

Jan Distribution Sends: 209K Opens: 114K Open Rate: 54.9% Clicks: 1016

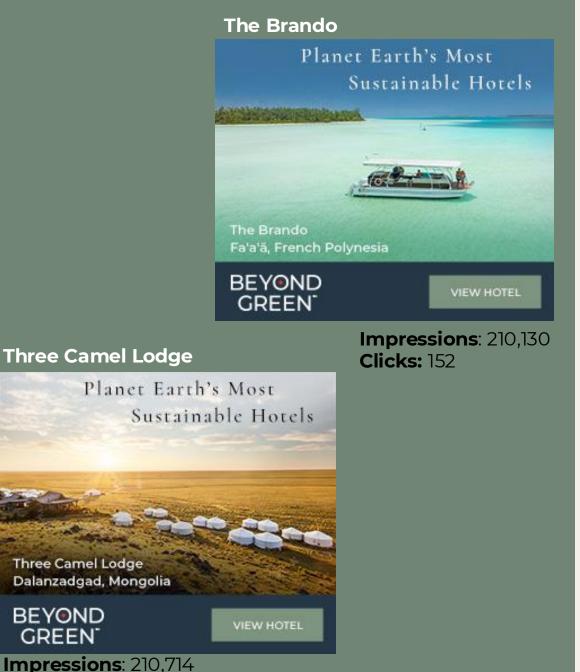
The New York Times

Banner Ad Campaign

Jan- March, 2025

NYT Reported Results (see opposite):

- This campaign featuring 7 dedicated banner ads running on the NYT website reached a total of +1.4 Million impressions.
- These ads combined generated over 1,200 clicks.
- All ads generated traffic to the two hotel's pages on the StayBeyondGreen website.



Impressions: 210,714

Clicks: 207

BEYOND

Three Camel Lodge Dalanzadgad, Mongolia

The New York Times

Banner Ad Campaign

SCP Corcovado Wilderness Ldoge



Impressions: 210,724

Clicks: 215

Starhotels E.c.ho.



Impressions: 210,471

Clicks: 153

Stanglwirt



Impressions: 210,726

Clicks: 191

The New York Times

Banner Ad Campaign

The Parkside Hotel & Spa



Impressions: 210,155

Clicks: 182

The Ranch at Laguna Beach



Impressions: 211,257

Clicks: 196

the hotel guide

Online Article + Social Media

Jan 2025

The Hotel Guide reported:

- The Hotel Guide published From Canada to Mongolia: Travel that Gives Back on their website that will stay up indefinity.
- On average they see 1.1 Million yearly unique visitors to their site.
- To promote this article they also posted on their social media channels.
- PLUS they provided a bonus Print Ad + advertorial in their January edition of the magazine, reaching 4 Million travelers per edition.



From Canada to Mongolia: Travel That Gives Back





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Three Camel

An unforgettab

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this remote other

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amel and horseback

ding, explorations of

eauty and culture

Here are some hotels putting

Edgewood Tahoe Resort

Set along the water's edge of

contemporary mountain lodge

of Edgewood Tahoe Resort

um, from its spa and salon,

elevated shopping, renowned

lining to its incomparable

olf course, and award-winning

including the

implementa-

tion of a lake-

ourced coolin

local materials

in construction,

construction and

and efficient

landscaping to

reduce water

isage. Bevone

offers exquisite luxury at every

rystalline I ake Tahoe the

nd social and humani tarian projects all while offering incredible service and proximity to beautiful downtown Victoria.

wilderness of Mongolia's Gobi Desert Three Camel Lodge is The ecolodge consists ts (gers) and a main esemble those used egional Mongolian



From Canada to Mongolia: **Travel That Gives Back**

Four Beyond Green hotels making travel a force for good

evolving sustainable travel, both guests and their hosts increasingly feel the need - and a deep sense of responsibility create meaningful travel experiences that also benefit the destinations

they visit and the people who live there. Savvy travelers know that earnest measures taken by hotels and resorts not only add value cable stay while never steering from its deep sense of to their stay but enhance connections and deepen the responsibility as stewards and guardians of its cherished sense of place. Produce sourced from nearby farmers and home. Its LEED silver certification owes to meaning-

traditional cooking techniques create the tastiest cuisine packed with local flavor: biophilic architecture emphasizes and protects the surrounding natural beauty; strong connections with the community offer travelers a front seat to the destination's most authentic

experiences It's these elements and more tha create incredibly authentic expe riences at Beyond Green hotels resorts, and lodges around the world. Only after passing rigorou

inspection do hotels join this extraordinary portfolio of like-minded members who share a genuine commitment to nature, community, and culture.

Tahoe Resort engages in meaningful initiatives like the

of this charming capital city. Built with sustainability at its core, the LEED platinum hotel is carbon neutral and biosphere-certified. It engages in sustainable practices